# Meting Boot Gamp

Presented to

Montgomery County Department of Economic Development
Business 2 Business Seminar

by Robyn M. Sachs
President, RMR & Associates

December 16, 2010

RMR & Associates, 5870 Hubbard Drive Rockville, MD 20852 301-230-0045 www.rmr.com



The B2B Marketing Authority





We are all in the business of attracting, converting, and keeping customers....*marketing*.



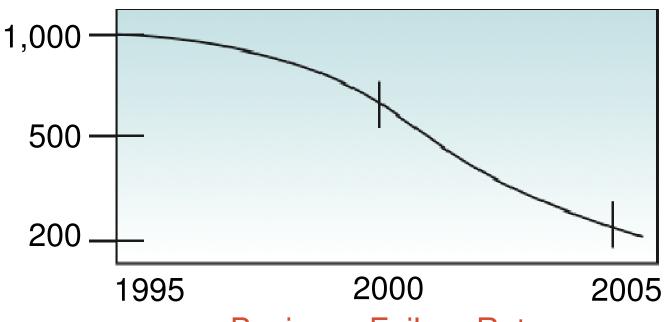




### **SBA** study concluded:

#### Business Failure Rate (10 year study)

**Number of Businesses** 



**Business Failure Rate** 





### **SBA** study concluded:

"Business failure was attributed to not having sufficient customers to produce a consistent profit."

-or-

Not enough sales!





## Build a marketing communications plan using 6 easy steps:

- 1. Situation Analysis
- 2. Goals & Objectives
- 3. Unique Selling Proposition
- Marketing Vehicles
- 5. Budget
- 6. Evaluation & Accountability





#### First Step:

## **Situation Analysis**

You must be able to answer these 3 questions about your business:

- 1. Who is my target market?
- 2. What is it they want?
- 3. Why should they buy from me?







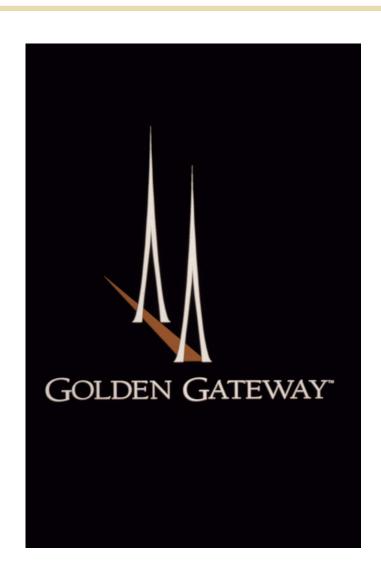






























#### Computer TELEPHON

The Magazine for Computer and Telephone Integration

Best of Show

#### PACKET UP YOUR VOICE WITH TELOGY

Torgy Metavota (Communication, Mill — Bill 215 1942) and their first public demonstration of their Golden Gateway Vision men Packet technology at the Show, hi's for real-time color and fan and signaling over IP and other parket are

work protocols.

call their Endechiel Communications Objects (ECOnturckinetare ECOn creaset of DSP sellware building bless bridge the estimately tion, coder and moderning. They're

targetting figure and telephony networking equipment to the control through OKM agreements. The EUO modern through the control th surphure or hourd-level products.

Galden Gateway in II.323 compliant and supports a stark of other protocols: G.751, G.722, G.728. G 229, H.225 and RTPRCTE

Tology was running their Veice over Packet demover a Net reprection They also hooked up as uncarrent strainter to numally control the typi-Telogy is selling semething they cal servest of signal less and line some Tarmed all the way shown to more, we couldn't notice a difference between talking over a notical plante line or talking over the Not. When they maked out the signal line. (hough, it looked like we were wanning a dutited foreign film as we gazed at each other seroes the targeting fata and belephony networking equipment booth. A little logs, but it worked. Could, indeed, be



Telogy Networks, Ira. 8 20250 Certary Boulevard See Fuertines, MC 20974 [301) 948-5204 nety Jawa's Integy care







## COMMUNICATIONS/CC/

www.commerck.com

#### Telogy Releases Voice-Over-Packet Software

#### By JEFF CARUSO

Telogy Networks on Tuesday will release its Golden Gateway software to send voice over III, frame triby and ATM.

The Germantown, MD, vender will offer the software to handware venders through GEM agreement. The company may also decelop its own hadwere, but has no from place to do so, said Richard Massnam, Tefogy's product management vice president.

The software is computed of components that can be swapped out by developers, depending on their particalar needs. They can use components that implement Voice over Trans Relay, Voice over Remond for an approximation of Whice Telliphony over ATM, a standard which has not yet been completed, Maserunn said.

In the future the company may also adjust the software for Fast Edernet, Gigabit Ethernet on EP over Sonet.

Fan of the software is intended for digital signal processors (ISFN), which would handle die authority in which would handle die authority in their a phone of fan machine, exemptes the solre and perform octo carcellation. The remaining software is designed for a microprocessor, which would handle signaling, the data process and the translation between phone maintenance and IP adirevers.

Pricing varies by GRM agreement, Telogy can be reached at www.iclo-29 core or 300-948-5204.





## RED HERRING

## High-water mark

A rising tide of high-tech stortup activity and venture capital is bringing Washington, D.C.,

> up to speed. By Brion E. Toptich

whapper, D.C., has no introduced being the track from Valley in this includes from from Analog Subsection of the Track Fragilier (Scalards Siders Ginn') are instead on attindy matheting thempton with more didn't get active days, Dr. in quickly because or admiring extending more many fall and decrease of Shorn valley's mathetic, Track as there a their analog and a schooling services.

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NEWS

#### Motorola invests in Telogy

constraints, up. – Material Inc.'s Semicondurar Products Sector made a 1th percent equity investment in Trings detection less less work and signed a part with the company that gives Material are colonice. Because to Telegy's Actional ESP figurates for scirolous applications.

Schop stressed that its extreme programs for productions mire will continue to capture arrange of architectures.

The more reflects a desire by went analysis or companies and OEOh to form much upher bonds with telephonometrations middlesses contractes.

In precai months, General instrument Corp. has ampaired extellar financiar questiolist Telescopes, Inc., Larent Technologies Inc., but not referential thirden has acquired GSM solvent specialist Optimas field!, and Anales Derices Inc., has highered in links with the L.K., based GSM company The Technology Parasenthip Ltd. Tense Instruments Inc. has invested in or acquired several DSF specialists in telecommunications.

The Telegy-Metanda relationship began as a program to pret Telegr's releases approximate safe to Motorcky they processors. Manufactures to have posterio based on CHMA and CHM code down the read.

-Laring Widel





The Washington Post |

THURSDAY, JUNE 3, 1999

#### Texas Instruments to Buy Telogy

Deal for Md. Firm Is Part of Entry Into Phone Services Field

By JOHN SCHWARTZ
Washington Post Staff Writer

Texas Instruments Inc. is snapping up Maryland-based software company Telogy Networks Inc. for more than \$450 million in stock part of the semiconductor giant's push to lead the burgeoning market Based: Germantown in offering telephone services over

computer networks.

TI announced yesterday that it Employees: 110 would pay 4.1 million shares of would pay 4.1 million shares of stock for the closely held Germantown firm. TI shares rose \$4.31½

Chief executive: Joseph A. Crupi yesterday, to \$110.9334.

yesterday, to \$110.93%.

The Telogy purchase is just one of a string of expensive acquisitions 1998 revenue: \$14.2 million 1998 net income: \$200,000 of Washington area high-tech companies, including the \$450 million sale of Torrent Networking Tech-nologies Corp. to Sweden's Ericsson AB in May, that underscore the region's growing importance as a technology center.

Telogy, which is backed by Motorola Inc., Ameritech Corp. and such investment firms as Weiss, Peck & Greer, makes software that allows computer networks to be used for voice telephone calls, faxes and more. Telephone and computer networks are fundamentally different: Traditional phone calls tie up a phone line between the sender and recipient, while computer networks more efficiently break up informa-tion into packets of data. Using computer networks for voice calls

In Profile

Telogy **Business:** Produces software that links voice and data networks

Established: 1989

Web address: www.telogy.com

can make the most of those networks, eliminating voice-only telephone lines, squeezing more calls into them and saving on longdistance charges-reasons that Telogy believes the market for such services will top \$1 billion by 2002. Telogy's software is used by a

who's who of computer networking companies, including Cisco Sys-tems Inc., Minnesota Mining and Manufacturing Co., and Nortel Net-

works Corp.
Texas Instruments makes the "digital signal processing" (DSP)

chips that are important to comin cellular telephones. By bringing the software company under its corporate umbrella, "we're going to be able to offer better solutions," said Joseph A. Crupi, president and chief executive of Telogy.

Texas Instruments has increas-ingly focused on its successful digital signal-processing business in recent years. The company sold its money-losing memory-chip business last year, and has been acquir-ing other companies that can enhance its DSP line.

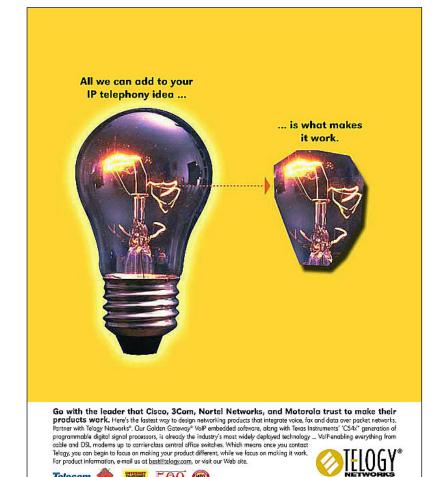
In the deal announced vesterday, Telogy will become a wholly owned subsidiary of TI but will continue to operate from Germantown. The acquisition will require approval from antitrust regulators and the shareholders of both com

The TI move comes a day after the world's biggest chip manufac-turer, Intel Corp., announced it was buying another Internet telephony firm, Dialogic Corp.

Both purchases are attempts to benefit from the convergence of telephone and computer technoloconductor analyst with Fahnestock & Co. "These guys are jumping on that bandwagon, trying to serve whatever [market] results from those two [technologies] crashing together," he said.







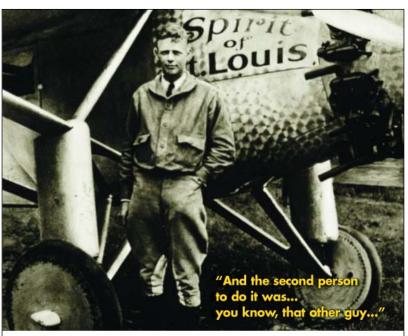
THE LEADING PROVIDER OF EMBEDDED COMMUNICATIONS SOFTWARE

www.telogy.com/best

TEXAS INSTRUMENTS







#### Telogy Networks® can help you win the race to market in VoIP.

Go with the leader that Cisco, 3Com and Nortel Networks use to make their products work. In a market this hungry for product, partnering with Telagy Networks, a Texas Instruments Company, can mean the difference between finishing first and being unknown. Our field-proven Golden Gateway<sup>ll</sup> Voll<sup>2</sup> embedded software and Texas Instruments TMS320C54x<sup>2</sup> generation of programmable digital signal processors let syou easily add voice, real-time fax and data transmission to your client, gateway and carrierclass networking products. With lead times getting ever shorter, the choice is more than buy vs. build. It's be first, or be fargatten. If you're in it to win, email us at replication of the product over IP white paper.













THE LEADING PROVINER OF EMBERDED COMMUNICATIONS SOFTWAY







By all of our metrics, this was the most successful VoIP product launch in the history of TI, generating 4,822,178 impressions and 55 articles in Q1. The VoIP business unit generated the most coverage in the first quarter of any business unit with TI -- worldwide. The team scheduled briefings with 10 analysts and 15 trade press editors, garnering quotes from key analysts and securing placements in 91% of our targeted publications.

-- Lynn Anne Miller, Director, Corporate Marketing, TI





#### **Second Step:**

## **Goals & Objectives**

#### These tend to be:

- Brand Image
- Awareness
- Lead Generation





#### **Third Step:**

## **Unique Selling Proposition**

Why should they buy from me?

 The answer becomes the basis for your <u>Unique Selling</u>
 <u>Proposition</u> (USP)

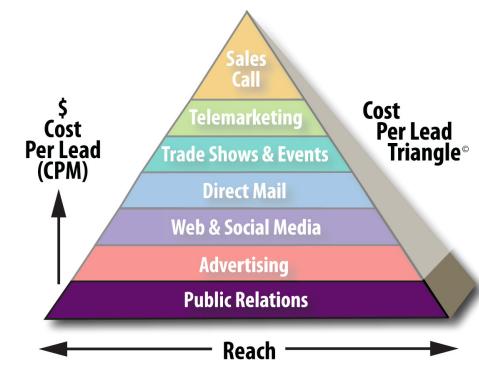




#### Fourth Step:

## **Marketing Vehicles**

#### **Marketing Vehicles Pyramid**



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## iCore Networks















#### With iCore Any Company Can Communicate In Business Class.

Rose provides small and medium spech survices with the same telecommunication capabilities reservals associated this type fortuse 500 consumes. And what's even better, we do 1 titue become of the cell's provides to the least of an across a VMP resisting a Vicinia to the control of the cell of provides and the least of an across of the vicinia provides agranded the business date by vicin managed, because of the cell of the cell of the vicinia of the least of across and the least of the Vicinia of the William because of the vicinia of the least the least of the vicinia of the least the More of the Vicinia of the Vicinia of the Vicinia of More of the Vicinia of the Vicinia of the Vicinia of More of the Vicinia of the Vicinia of More of the Vicinia of the Vicinia of More of Mo

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 Technology grows as you grow.
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ICOCE Lorena Magai

Case Study

#### Focus on XYZ Corp. Leading Widget Manufacturer, Richmond, VA

#### The Problem facing XYZ Corp.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos. Excludat iurgia finis, Est vetus atque probus, centum qui perficit annos. Quid, 20

#### The iCore Solution:

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos. Excludat iurgia finis, Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit. Veteresne poetas, an quos et praesens et postera respuat aetas.

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit. Ennius et sapines et fortis et alter Homerus, ut

n c T W O C K S.

VoP1 @ the core of your business.



The switch to iCore has improved reliability and saved us money in operating costs.

-Betty Smith XYZ Corp.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui

301

decidit, inter perfectos veteresque referri debet an inter vilis atque novos. Excludat iurgia finis, Est









The Business Publication For The Southeast's New Economy

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#### Selling a disruptive technology that works: **iCore**

April 28, 2009

By Allan Maurer

MCLEAN, VA - When telecom veteran Stephen Canton, CEO and chair of VoPI company iCore, founded the company in 2001, he had to seed it himself because "No one had ever done this before," he says of the hosted phone services model. "If you think it's such a great idea, do it with your own money," one former partner who had made money with him previously told him.

He did, funding it himself for three years, developing the company's technology through 2003 and winning its first customer in 2004. By 2006, iCore raised an oversubscribed A round of \$6 million and in 2008 did a \$2 million inside round.

This year the company also renegotiated its line of credit with Chevy Chase Bank. The company now has more than \$20 million invested in the company and its infrastructure.

Voice Over Internet Protocol, VoIP for short, is the routing of voice conversations over the internet or any other IP-based network. VoIP allows users access to advanced features that take advantage of integrated voice and data network environments.

iCore is a managed networking and VoIP company that offers small and medium-sized business a managed, secure, hosted, end-to-end voice and data system that gives them the same capabilities enjoyed by Fortune 500 companies at a savings over their current voice and data

Now celebrating its fifth anniversary, the 60-employee company has doubled its number of subscribers every year and now has 20,000 business customers.

Online consumer oriented VoIP, iCore sells voice over private internet—in which everything is secure on a dedicated circuit. Because the system and its applications are hosted, businesses do not need to install equipment and firewalls and so on at every location, Canton says.

It can be used with phones from any maker, but iCore sells Cisco equipment. "They're the defacto leader and will continue to be," says Canton, "They have a \$7.5 billion a year in cashflow,

Deciding to go with one equipment maker evolved from a story one of iCore's investors told Canton while he and his engineers were testing a roomful of equipment from various manufacturers.

"He was the founder of Airbus USA and when he walks into a room, everyone stands up." says Canton. He called during the equipment deliberations. "He said, 'Did I ever tell you how Southwest Airlines got started? Its model is based on one key decision. They chose just one type of

That, explains Canton, means they don't need to train mechanics on different airplanes, order parts for different airplanes or worry about supplies for different airplanes. "So we went with the Southwest Airlines model," says Canton, "and chose Cisco."

Because iCore's voice Private Business eXchange (PBX) application is housed in a carrier grade facility, it eliminates the worries about system failures due to power outages. The company adds a further level of security by having fully redundant systems in case of an equipment

The company says it can save more than 40 percent on monthly and annual communications costs and eliminates the need to buy an expensive in-house VoIP PBX.

Today cashflow positive iCore has more than \$40 million in contracts with "Some of the best enterprise customers in the country," says Canton. "We're ringing up sales with a disruptive technology that works."

Online: www.icore.com



#### ARTICLES BY REGION

- Alabama
- **⊞** Florida
- 11 Georgia
- Kentucky Maryland
- 11 North Carolina
- South Carolina
- **⊞** Virginia
- Washington, DC







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#### **iSuccess**



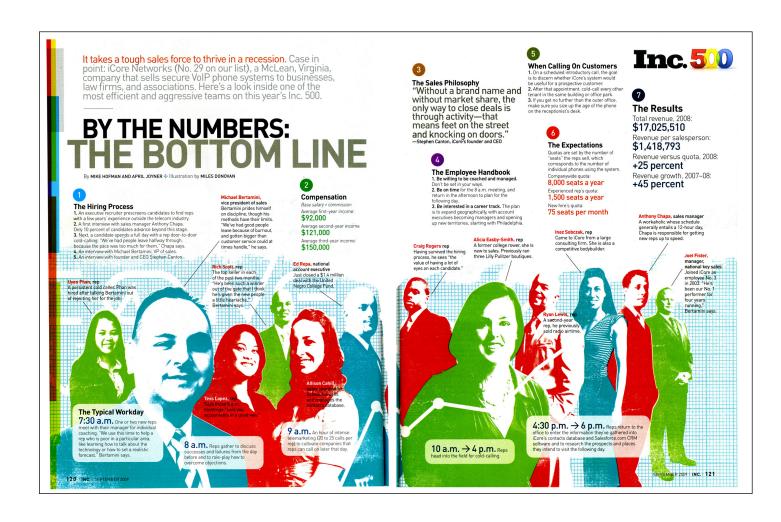
We've seen VoPI before, when we try to type VoIP too quickly. But, it's actually a real thing, and Iucrative. iCore CEO Steve Canton tells us his McLean-based company specializes in voice over private internet. "From a data center in Ashburn, we can provide private phone networks anywhere in the world," says Steve, whose company has built networks for clients like Lumber Liquidators, the National Wildlife Foundation, the United Negro College Fund, and Sport & Health Clubs.



Steve's team boosted iCore to a strong Inc. 500 showing. (They need just 23 more people holding up one finger to get the ranking right.) Steve grew up in DC (Duke Ellington HS) but went to Regis College in Denver. He was an exec for a number of telco companies including Cable & Wireless PLC, Allnet Communications, Bell Atlanticom, Telco Communications, and Excel Communications. Outside work, he's coached soccer for his three daughters and proudly displays his youngest's team's championship trophy.

















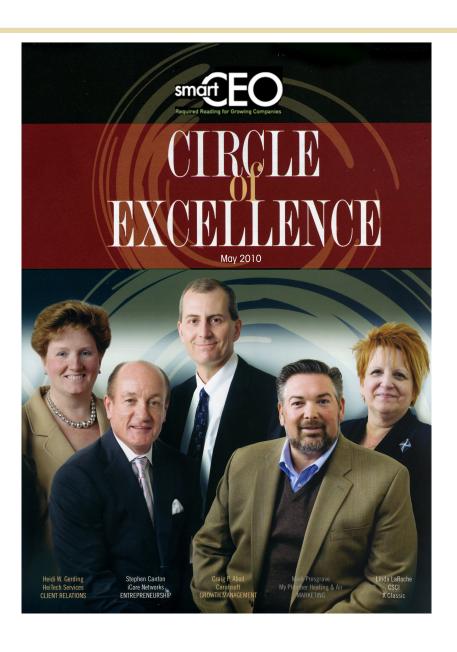








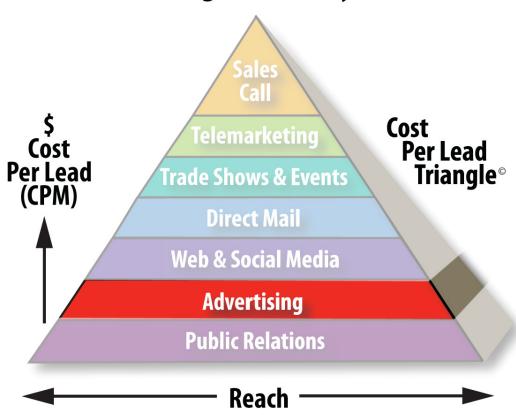
## MARKETING BOOT CAMP







#### **Marketing Vehicles Pyramid**



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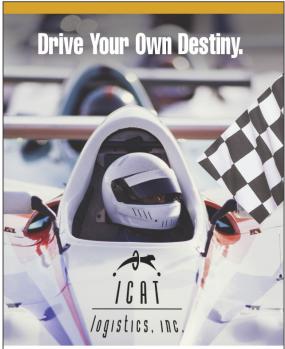












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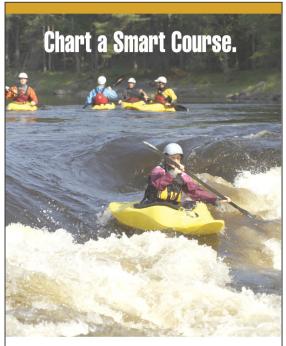


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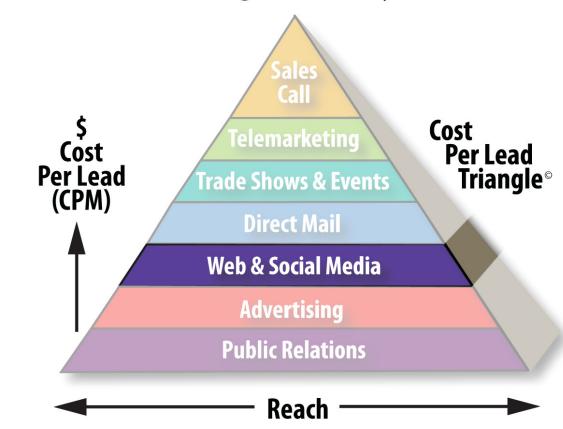








#### **Marketing Vehicles Pyramid**



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# ORG. The Public Interest Registry















### **Profitably non-profit**

ot org" is a distinctly modern word that is not a word, yet it is filled with meaning on the Internet. A mission-driven organization that makes the world a better place is a dot org. A philanthropic or charitable organization that works to move the world in a more positive direction is a dot org. A dot org is a Web site that can be trusted and a brand that says the people running the site are pursuing the public good.



Dot org was created in 1984 with .com, .gov, .edu and the other original top-level domains (TLDs). In 2002, the Internet Society created The Public Interest Registry (PIR), which assumed the management of this domain in 2003. The transition was the largest transfer in history, with more than 2.6 million domains moved in just over a day.

Since 2007 The Public Interest Registry (PIR) has been run by Alexa Raad, who came to the job from dotMobi, a start-up TLD, and Verisign, which previously had a monopoly on domain registrations.

Raad attributes her success managing the organization – its surpssed 7 million registered domains in 2008 and is the fastest-growing TLD – in part to effective team building. "I focused on choosing a team I could count on and then nurtured them, as I have throughout my career, I lead by example. I encourage accountability and trust and have always believed that a happy person makes a better employer," she said.

What makes the business of operating the org TLD different is the spirit of the nonprofit Internet community, which harkens back to the early days of the Internet. It advocates Internet advancements, addresses privacy and security issues, and works to promote Internet access around the world. These elements of the Public Interest Registry's mission go well beyond maintaining a database of domain names that point to the Internet addresses of websites and other resources

Under Raad's guidance, the company has strengthened in the areas of growth, teambuilding, sales/channel development, and the construction of strategic alliances and market development.

Raad sees her role as the person best positioned in the company to take measured risks and lead in new directions. "In order to grow," she asserts, "you must reach beyond what you think is 'reasonable."

She sees considerable opportunity for growth and is actively pursuing new markets. The key new markets in which to promote org's visibility and image are Germany, the United Kingdom and Chia. "While many companies have pulled back on their expansion plans, I have no plans to do so – just to be discerning about my investments."

The .org TLD and the company that now manages it have been pioneers as long as each has existed. Raad revels in this sort of unknown future path and creating an organization with the agility and flexibility needed to navigate it.

Raad with her colleagues at a company function.

"The most important question you will ever ask is WHY"?

### org. The Public Interest Registry

INDUSTRY: Top level domain registry
IN A NUTSHELL: Spun off from the
Internet Society in 2002,
it is responsible for registering
domains in the
.org top-level domain
FOUNDED: 2002
WESSITE: WWW.pit.org



ALEHA RAAD CEO

.ORG, THE PUBLIC INTEREST REGISTRY









### Nonprofit Web Sites A Hit At The Webbys

ome 17 .ORG Web sites were recegories in this year's Webby Awards.

Established in 1996, the Webbys are pre-Digital Arts and Sciences, a 650-member body of Web experts, business figures, luminaries, visionaries and creative celebrities.

The Webbys continue to see a significant rise in .ORG winners, with 22 this year.

"As the official sponsor of this year's Webby Awards, I am excited to cheer on

ognized in almost two dozen cat- Alexa Raad, CEO of .ORG, The Public Interest Registry, (www.pir.org), the Reston, Va.- nature.org, The Nature Conservancy based company behind the domain name.

Nearly half a million votes were cast sented by The International Academy of by people around the world for their favorite winners in The Webby People's Government: BayBridge360.org Voice Awards and winners of the 13th Annual Webby Awards hail from 14 countries.

### **WEBBY AWARDS**

Student: Missionlocal.org, Graduate School of Journalism at the University of Charitable Organizations Nonprofit:

Cultural Institutions: Guggenheim.org, Guggenheim Museum

Health: TakeCareDownThere.org, Planned Parenthood Columbia Willamette Law: Womanslaw.org

Music: NPR.org, National Public Radio Netart: Dreamgrove.org Radio: NPR.org, National Public Radio

Tourism: Tourisme-montreal.org Youth: Kids.tate.org.uk

### PEOPLE'S VOICE AWARDS

Associations: iwmf.org, International Women's Media Foundation

Education: Edutopica.org Humor: Failblog.org

Radio: NPR.org, National Public Radio

Netart: Jacksonpollock.org

Politics: FactCheck.org

Podcasts: NPR.org, National Public Radio Youth: Dosomething.org

Weird: Failblog.org

JUNE 15, 2009 THE NONPROFIT TIMES WWW.nptimes.com







June 14, 2009

### Use of new security method urged to fight fraud, viruses

By Darlene Darcy Staff Reporter

be a boon for companies with the panies like us, [the investment] is technology to validate the sources in the millions of dollars." of data transmitted via the Web.

Internet is Reston-based Public Inthe .org domain.

The company joined with other hijacking that can lead to breaches and other cybercrimes. DNS is short "We are doing an asses for domain name system.

The method uses domain name of data and properly direct people to intended Web sites rather than fake ones, thus preventing theft and the distribution of "malware," software Several information technol-August, now has 30 members. that causes computer viruses.

DNSSEC implementation can be daunting and costly in both labor and cash, said Rodney Joffe, Adding a new, industrywide senior vice president and technol-level of security to the Internet ogist for Sterling-based NeuStar would create a hefty expense for Inc. which operates the .biz and .us many busineses, but it also could Internet domains. "For large com-

Nevertheless, the coalition is Leading the charge to fortify the growing and gaining momentum - good news for companies proterest Registry, which administers viding related security software and outsourced support services. The coalition formed an imple

Internet players to form the DNS mentation review team in March Internet players to form the DNS
Industry Coalition to combat do
main-name fraud — a type of data
when the coality of the coal "We are doing an assessment

of external factors, looking at the The coalition's solution: wide- infrastructure across the DNS, the spread industry adoption of a levels of software people are using with offices in D.C. and Dulles, and gelist, and Dan Kaminsky, famous spread initiatity administration method called and whether they are DNSSEC, lingo for "DNS security."

and whether they are DNSSEC, secreé4 Software Corp. in Green-wood Village, Colo.—already promote in the security area for uncoversional control of the securi Interest Registry's director of mar-vide managed DNS services to their security extensions to verify sources keting and product management.

show that its software can integrate

ogy services and software compa-



View, Calif.-based Verisign Inc. president and chief Internet evan-

customers and are beginning to ofterms (Registry Surveys).

By May, the group hopes to
how that its software can integrate
with other industry software.

Line coalition, which began
with seven industry members last
August, now has 30 members.

System of Collaboration of CEO of the Public Interest RegisLine Coalition of Locality of Localition of Locality of Localition of Locality of Locality

which operates the .com, .net, .tv

and .cc registries, and NeuStar. Since the Kaminsky bug disco ery last summer. Internet indus try leaders are more aware of the Web's infrastructure's vulnerability and the rising cost of Interne breaches. The secure flow of traffic across the Internet's domains has become a priority.

U.S. computer systems attacks that were reported to the FBI cost \$265 million in 2008, a 10.9 percent increase from 2007, according to the bureau's March cybercrime report. Globally, cybercrimes have led to an underground economy of stolen information, primarily bank account and credit card data, val-ued at \$7 billion, according to senies — such as NeuStar, Mountain came from Vint Serf, Google's vice curity company Symantec Corp. in Cupertino, Calif.

From Symantec's Security Op erations Center in Alexandria and abroad, the company responded to Internet's DNS that was exploited more than 1.6 million new threats,











### Saving the world...



### Three letters at a time.

atque novos. Excludat iurgia finis, Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit. Veteresne poetas, an quos et

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### Saving the world...



### Three letters at a time.

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Old School.

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### Bringing your start-up to .ORG is a smart move.



### Discover all the exciting things that are happening at .ORG.

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pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos. Excludat iurgia finis, Est vetus atque probus, cenatque novos. Excludat iurgia finis, Est vetus atque probus, cen-

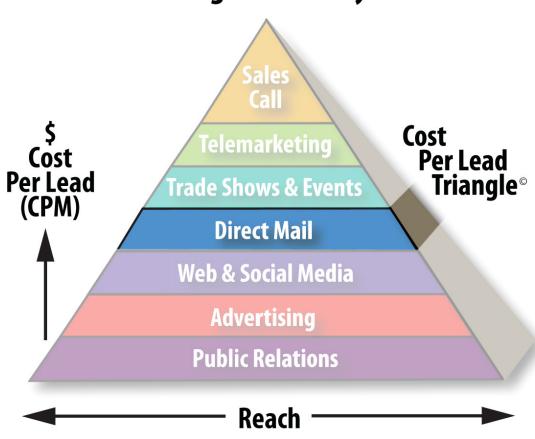
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### **Marketing Vehicles Pyramid**



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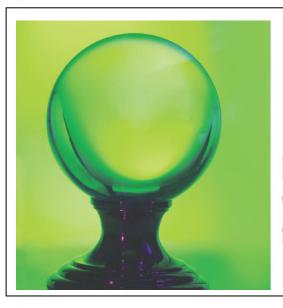




# BizActions







It can help you see the future.

### But it's not a crystal ball.

We like to call it the Predictability Tool: a marketing strategy that will not only tell where your best prospects are, but also help bring them into your sphere of influence. You may not be able to see the spirit life, but you'll definitely have new business development

### Look what others are saying...

"I love BizActions because it lets me e-mail customized, as opposed to just targeted, e-Newsletters. Subscribers love it as demonstrated with the high open rates. AND our prospect list continues to grow!"

-Robert Gold, Partner, Bennett Gold

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opportunities.

To see the future... call 866-811-2426 or visit www.bizactions.com/cpa2 for more information.







lt can eliminate pests.

### But it's not bug spray.

You know who they are. Those pesky clients who seem like they're more trouble than they're worth. But you're reluctant to resign their accounts without a replacement waiting in the wings. If that's your situation, we have a marketing tool that will knock 'em dead.

### Look what others are saying..

Thas been \*\*HE TOOL to promote my business. To aid in getting published in the trade press, I utilized BizActions to heighten visibility and recommend the e-Newsletter to the vast majority of the tirms I work with."

-Gale Crosley, Crosley + Company

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It can make money magically appear.

### But it's not a magic wand.

It's the greatest trick in business: make clients appear where there was none before. You can do it - not with the wave of a wand, but the simple click of a mouse. In a few days, we'll show you how.

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www.bizactions.com/cpa2 for more information.

### Look what others are saying.

"When we started using BizActions we made a total commitment to put all the time and resources behind it to make it a success. People are so interested in our SOX content that they read almost every article we run."

—Jim Rodgers, McKonly & Asbury, LLC.

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Postage

It's not a crystal ball, not a bug spray, not a magic wand. (But it is inside.) Mr. Bob Smith ABC Accounting Practice 200 Maple Avenue Anytown, USA





### MARKETING BOOT CAMP



### Get more of the business you want.

This cost-effective marketing tool is already used by 15 of the top 100 accounting firms in the U.S. and Canada, as well as hundreds of small and medium-sized firms. Why?

- "BizActions is the firm that can help more than any other in the marketplace."
- -Bennett Gold Chartered Accountants (Toronto, Canada, 18 employees)
- "It has been THE tool to promote my business."
- -Crosley + Company (Atlanta, Georgia, two employees)
- "The main benefit of BizActions, without a doubt, is branding and positioning. We have become a player. We are noticed in the marketplace."
- -McKonly & Asbury (Camp Springs, Pennsylvania, 75+ employees)
- "BizActions has helped create new service opportunities."

  —Herbein + Company (Reading, Pennsylvania, 100 employees)
- "BizActions was a complete solution."
- -Habif, Arogeti & Wynne (Atlanta, Georgia, 200 employees)

BizActions can give you a complete communications system that:

- . Is easy to implement and manage
- · Attracts new clients
- · Boosts business and revenue from existing clients
- Pre-qualifies prospects
- · Warms up cold calls
- · Positions and brands your firm as a market leader
- · Builds client loyalty and retention

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"I am afraid that I need to ask you to hold off sending out the final portion of the Beta-Testing. We don't have enough people on our sales staff to keep up with the leads that are coming in. The return is astronomical. It paid for itself in the first week, got us past the gatekeepers, and got the decision makers to call us."

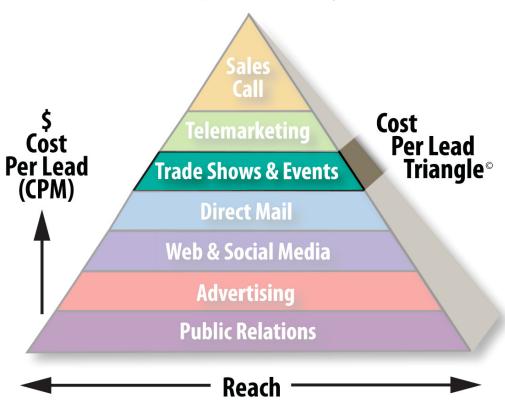
--Tommy Young,

Director of Marketing, BizActions





### **Marketing Vehicles Pyramid**



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When our clients make a request, we come through with measurable results. And, sometimes, a designated driver.





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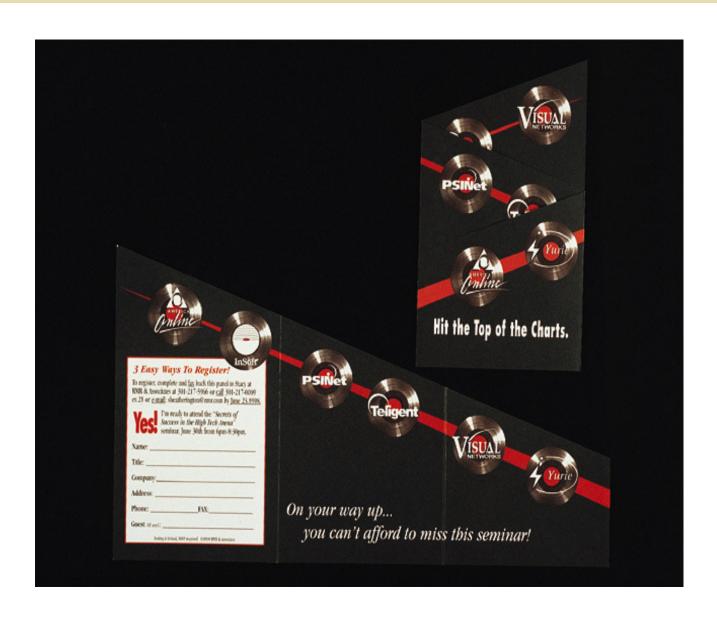




























### Fifth Step:

### **Creating a Budget:**

### Rule of 7

You need at least <u>7</u> impressions of your message over <u>7</u> months to influence your market.





### **Creating a Budget:**

# The 3 most important secrets of marketing success:

- 1. Commitment
- 2. Investment
- 3. Consistency





# Getting your message out there. What's working now?

- Public Relations
- Direct Marketing
- Web, Social Media and e-Marketing





# One cost-effective marketing vehicle is **Public Relations**





# "The birth of a brand is achieved through public relations not advertising."

-Al Ries

The 22 Immutable Laws of Branding





### "Why is Public Relations so Important in Today's Marketplace?



- Decision-making for business-to-business products is not a simple, rational process.
- There are all kinds of fears and doubts present, which influence the buying decision.
- Companies need the third-party credibility of Editors' or analysts' testimonials to replace Fear, Uncertainty, and Doubt (FUD) with Comfort, Stability, and Confidence.





### The Message



- 1. Make your message simple and clear, and stay focused whether it is a press release, a pitch letter, or a pitch call.
- Make the news "value" obvious.
- Have a <u>consistent</u> Press Release schedule. The goal is to increase image and awareness for your company through planned repetition.





### The Message



- 2. Highlight what is unique about your product, service, or company compared to the competition.
- Pitch your information in context of current trends.
- Understand the issues, buzz words and hot buttons in your market or industry.





### The Message



- 3. Make your story compelling. Write strong pitch letters, and follow up on them.
- The first paragraph should be the strongest part.
- A good way to make a story compelling is to use a case history.





### The Editors



- 1. Take the time and do the research so that you contact the correct editors at the relevant publications with the appropriate angle.
- 2. Be prepared to educate the editors if you want them to understand your product or service—if you want them to "get it."
- 3. Another important thing to remember: Editors are very busy like the rest of us. They work on tight deadlines—daily, weekly, or monthly, as the case may be. Getting them any information they've requested by the their deadline is essential.
- 4. Be as flexible as possible when contacting the media, and contact them the way they like to be contacted. More and more editors prefer email.

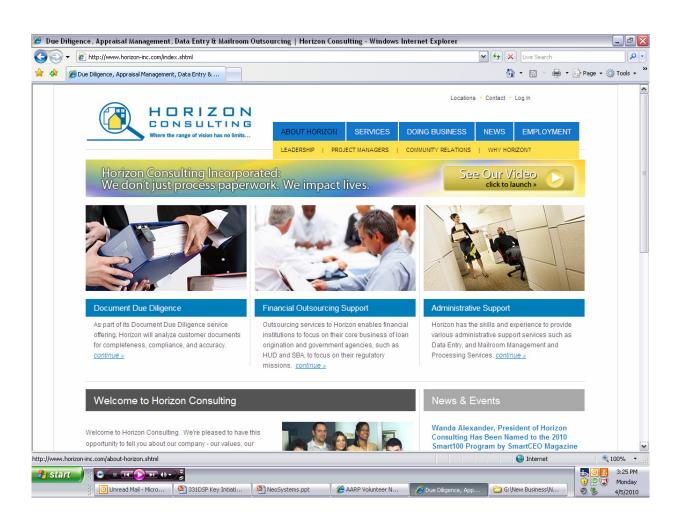




## Horizon Consulting

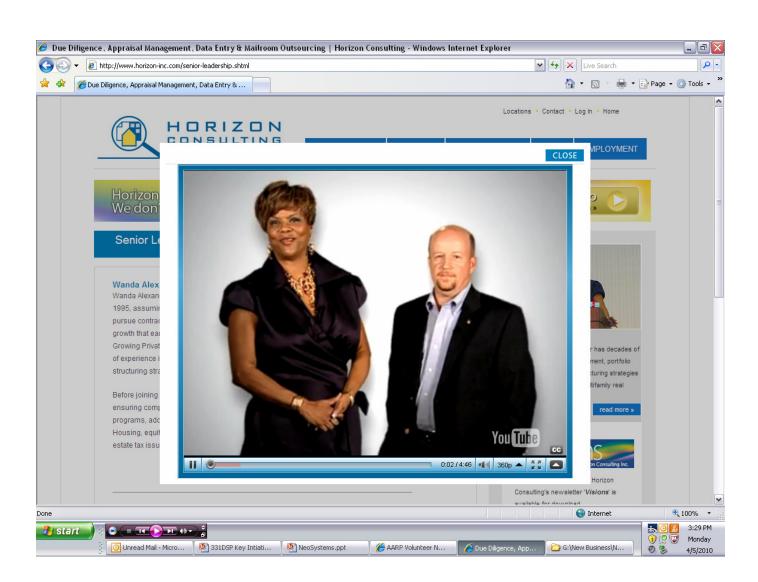








### MARKETING BOOT CAMP









It came down to one last match! The CAA Tennis Championship was on the line and the only thing standing in the way rested on this match! Georgia State could see the possibility of what had escaped the school throughout its entire history...the tennis tournament championship. The freshman player for Georgia State, Martina, needed to win this second set to seal the victory or endure more games in a third set. She struggled with a shoulder injury so painful that she was serving underhanded and so severe that surgery was already scheduled. But the Championship was on the line. The opponent from #2 ranked VCU took advantage of the shoulder weakness and the fact that

Georgia State's player was a freshman, lobbing every chance she could creating the need for Martina to use her overhand which obviously caused severe pain. Martina never backed down from the overhand returns although a blind man could see the level of pain and distress it caused her. Tired from a grueling three days of tennis

games, sets, and matches fought and won, it came down really...to this game!

Ever been in a situation in life when it all rested on your shoulders? Ever been in a circumstance that seemed too big to overcome yet you look back and realize "I made it?" Didn't those moments strengthen you for the next time a similar situation arose? Right now the NBA Basketball play-offs are down to East and West title games to determine who will play for the coveted title of NBA Champion. What makes Kobe, LeBron and the Bird go out game after game and give the best they've got, through flagrant files and not so nice fans? What was it that made Martina stare down that pain and keep moving though she was so weakened and in

unfamiliar territory (a collegiate championship match)? Letter from the What makes one give such an unbelievable individual effort even though the result, the reward, is collective? What makes us dig so deep when the jobs are gone, the market is down and the news doesn't get any better? What makes us, if we so choose, keep hope alive and do what it takes to win...in life as in sports?!

I pray that everyone reading this letter knows the answer to that question. An answer that can only be provided if you can relate to the questions posed earlier. An answer that Martina can gladly give because she pulled that game out earlier this Springcollapsing after the last point but failing to hit the ground because her

> eammates all rushed out to catch her. Although she was named the outstanding performer of the tournament, she basked only in the knowledge that for the first time, her TEAM won the CAA tournament for Georgia State and was going to the NCAA tournament for the first

time in the school's history. What Martina knew was that her individual performance impacted the entire team and playing through injury and fatigue did not outweigh the goal. Martina knew that she may have been on that court physically alone, but her team was holding her up, cheering her on, trusting that she could Philadelphia Insuring do it and they could all win. What Martina knew, and what we honor here at Horizon, is that we are all in this together and the individual efforts, although praised and supported, never outweigh the collective success.

Enduring until the end,

WE ARE ALL IN THIS TOGETHER AND THE

AND SUPPORTED, NEVER OUTWEIGH THE

COLLECTIVE SUCCESS.

INDIVIDUAL EFFORTS, ALTHOUGH PRAISED

WANDA A. ALEXANDER Proud Aunt of a Georgia State Tennis Playing Senior!!! President



Georgia State! Martina Ondrackova is pictured second from the right. Wanda's niece, Senior Kiara Kay Powelli

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### **Ownership** Wanda A. Alexander

Principal President and CEO Stephen R. Coaldey Founder and Principa

### Human Resource Kathy Johnson

Project Managers/Supe

### Glennice James Senior Project Manager — Atlanta Shawn Lawson, Summer Totten Atlanta Insurina

David Casey Carmen Seminario , Peggy Culp Santa Ana Insuring Technical Reviews, AVMs Luciouna Mallard

enver Insuring Suppor Carolyn Brockington Philadelphia Insurina Support

Inside

from the President1	Horizon Hints
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t Managers Conference3	Employee Happenings

Giving Back to the Community
Leading Her Way
Final Thoughts







Horizon President Wanda Alexis Alexander shares her climb to the top with Business Reporter Tom Heath.

In the News

Excerpted from the

### The Washington Post

### Lessons learned on the road, from office assistant to business owner



VALUE ADDED Thomas Heath

beginning of my senior year at Fordham University in New York.

Through careless procrastination, I had failed to complete the foreign-language requirement for graduation. I took my case to the college dear and begged for a dispensation. I had decent grades, and I said was using the extra credits to get a minor in English.

minor in English.
The dean, a Jesuit priest
named Father Robert Roth,
waived the requirement. Fair?
Not really. But I got my bachelor's
degree in 1977, I became a reporter and was scrappy enough to work my way to The Washington Fost. I have never forgotten the break Father Roth

Business owner Wanda Alexander reminded me of my predicament. She was a third-year business/

accounting student at the University of Maryland at College Park when she lost interest and flunked out. Her mother told her to march back to College Park and throw herself on the mercy of the school, and "we won't tell your father," a D.C. firefighter who saved for years to put his kids through college. Alexander found a sympathetic

ear in the dean of the business ear in the dean of the busines college. The dean helped get Alexander reinstated in Maryland's Family and Community Development curriculum, and she graduated in 1981 with a degree in general

Mattingly" of the business college as someone who played a key role in helping her to get where she is today.

And where is that?

Alexander, 51, is president and majority owner of Loudoun



Wanda Alexis Alexander, right, owner of Horizon Consulting, converses with a

time opening for an \$8-an-hour job posted on a bulletin board. The job was at the National

It was 1980, and Alexander

became a 20-hour-a-week office

assistant, typing news releases

parts of the company when she finished, volunteering her

innisted, volunteering her services to others.

'I became a floater,' she said.
'My product was good. It was

would send me to other divisions

to do the work."

That got her noticed in other

about it. I just wanted to know and understand everything. That increased her visibility

one of NCHP's executives

knocked on her door one day and

have heard great things about you, and I just wanted to thank

you for all the good work you are

(To this day, Alexander said,

she knows her employees by name, talks to them and sends

said. "You are Wanda Alexander, I

parts of the company. She read everything she types, and asked questions about it. "IT wrote a press release and someone was a developer on a deal, I would go to him and talk

and correspondence, filing, answering phones — doing everything and anything. She did it so well and so fast that Alexander would roam to other

Corporation for Housing

County-based Horizon Consulting, a 102-employee government consulting company that processes mortgage insurance applications for the Federal Housing Administration

She does a ton of networking and is a prominent speaker. volunteer and women's business advocate in the Washington

region. She gives back.

Alexander imparted several life experiences and business lessons that explained how she went from secretary to the owner of an \$8 million business. I found them

### She was blessed with good

parents. (As was L.)
The middle of five children, she recalls: "My father and mother insisted we get college degrees, so every two weeks, they bought savings bonds. My father had a silver case that had a key, and they would put the bonds in there in date order. When it got full, he would start another case

Her father worked side jobs to government, helping mostly women get off public assistance and into jobs. "My mother wa very business-minded and

"I rocked. Typing was your ticket to ride. My mom brought a typewriter home and said as long as you can type, you can get a

She volunteered for more work. At College Park she sawa par



when she learned that NCHP was starting a new division called asset management — to ensure its real estate properties were being run in the best interest of

volunteered.
"It was new in the industry, and I knew that was the place to be," she said.

Alexander learned the asset nanagement business and left NCHP in 1990 for another company, where she stayed five years before buying into Horizon in 1995.

in 1995.
She negotiated to own a big chunk of the business.
A Horizon owner who had previously worked with her agreed to sell her 51 percent of the company, which she funded out of her 401(k). You can do a lot more with a

woman-owned business and a minority-owned business," she said. "It's a no-brainer."

Horizon grew for seven years, when in 2001 it was designated a error-free and done on time. They disadvantaged business enterprise by the Small Business

Administration.

Alexander said the company's revenue doubled from \$3 million to \$6 million after it received its to so million after it received its designation, known as 8(a). The 8(a) expires in December. The subprime mortgage bubble crushed Horizon's market share, causing it to lose \$801,000 in 2004 and \$122,000 in 2005. Her staff dropped from 150 employees to 22 by 2006. Those are the only years Horizon has lost money since it was founded in 1994.

One other thing: She emembers. She endowed a \$50,000 scholarship fund at College Park in her parents' names, which the school uses for student financial

five offices around the country -Follow me on Twitter at Philadelphia and Landsdowne).

Volume 10, Issue 1, Spring 2010

A Newsletter Publication of Horizon Consulting Incorporated 11





### Awards and recognitions:























### Sixth Step:

### **Evaluation & Accountability**

# Measure back to the areas where MARCOM plays greatest role:

- Increased awareness
- People now understand what you stand for
  - "get" your image/position in the market
- You have a steady stream of qualified leads coming in from your MARCOM efforts





# For more great tips, visit RMR's website at: www.rmr.com

Click on: Marketing Tips



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Marketing & Branding Public Relations	100				
Advertising & Creative Web Marketing Marketing Tips					Find out how >>
Small Business Careers Directions	Advertising, Marketing	g & Public Re	lations	COMPANY N	EWS
About Us Home	- - - "Results-oriented" isn't a buzzword.			CLIENT BASE > Web Managemen	ACCOUNTS TO ITS GROWING t Group, MicroPact, and Design
	It's the foundation for everything we do.		+ Construction St March 21, 2006	ategies choose RMR	
	Companies that are looking to build their futures can't be satisfied with past successes. "What have you done for me lately?" Isn't a cliche, it is what should drive a company's relationship with its marketing partner. It's what drives RIMP & Associates, Our job is to help drive sales by generating leads, inquiries and interest for our clients. When we design a public relations campaign that causes a 300% increase in media placements, an advertising campaign that sends sales soaming 50% or a diversing campaign that sends sales soaming 50% or a diversing campaign with sends sales soaming 50% or a diversing campaign with sends sales soaming 50% or a diversing campaign with sends sales soaming 50% or a diversing campaign with sends the sales with the sales when the sales with th			RMR ADDS THREE ACCOUNTS TO C Unanet, Pragma RMR as Marketin	ENEW TECHNOLOGY  JENT LIST  Systems, and Gloto Choose  g and Communications Firm of
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				For those of you seminar on Nove download the pre	who attended the BizActions mber 3, 2005, click here to
	in an industry rife with high turnover, RMR has had 33% of its present accounts for more than the years. Why?y Because we stategically identify and repeate for each client's new marketing shallenger, tather than resident of the control of the control of the control of the approach that finds advertising, marketing and public relations opportunities for clients, rather than waiting for our clients to find them for us.		Last Name Organization Phone Email City		
	Want your trade show that attract live coverage from the screen to a market? Boost membersales leads?	to grow into a om C-SPAN? I major player ership by 166	Want to go from a tiny in the database %? Break records for	State United States  Keep me infor Please contact Please email	med! t me! me the RMR marketing
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Coming soon

A dynamic new marketing book from Robyn Sachs will be available on Amazon.com

